NAB CONVENTION ISSUE

Broadcasting Apr 15

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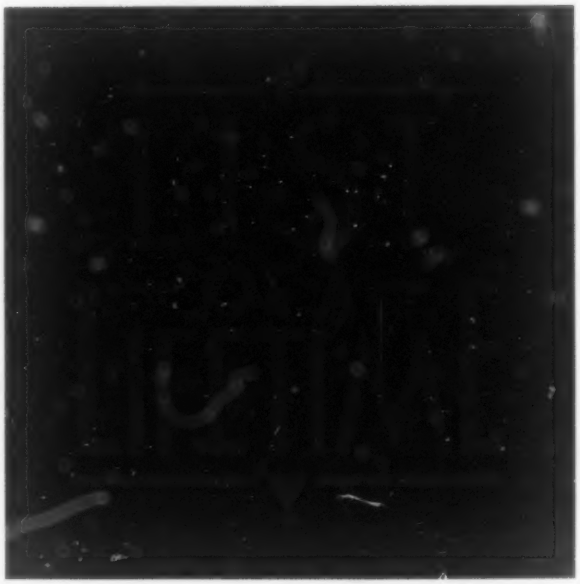
UNIVERSAL PICTURES



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NAB PERSPECTIVE
Sizing up the business on convention eve

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THIS WEEK

Hollywood and networks condemned FCC's new fin-syn rules, vowing to petition for reconsideration and, if necessary, challenge rules in federal court (page 37)

35 / ALIVE AND KICKING

The bemoaning of broadcasting's future is to be expected, given current economic and financial conditions. But talk of the industry's demise is at the very least premature, as this survey of broadcasters' survivability details.

40 / FIN-SYN AFTERMATH

Last week, the FCC redefined the term network as part of its fin-syn ruling (page 37), and in the process made Fox Inc. very happy. The "big three" networks, however, clearly came away with a lot less than they asked for. By and large, network officials were still complaining that what the FCC gave in one breath, it took away in the next with footnotes and conditions.

Meanwhile, the studios and independent producers agree that the small and medium independent production companies stand to take the biggest hit from the new rules if adopted in their present form (page 41). (Details of the rules appear on page 93.)

42 / DAB FRUSTRATIONS

The FCC is frustrated by the technical and political controversies surrounding digital audio broadcasting and the pressures to solve them rapidly, said FCC Commissioner Ervin Duggan at last week's Annenberg Washington Program. Spectrum allocation issue is the major source of worry.

43 / ROSY OUTLOOK

National Association of Broadcasters President Eddie Fritts thinks broadcasters are bouncing back from the financial squeeze brought on by the Persian Gulf war and the current economic slump. Said Fritts in a preconvention interview with BROADCASTING: "While network shares have leveled off and we're in a soft advertising market, viewership is very strong right now." He also sees access to markets, control of broadcast signals and developing new technologies as fundamental Fifth Estate aims. (NAB's Las Vegas convention agenda begins on page 45; a list of exhibitors begins on 58.)

64 / SATURDAY MORNING COMPETITION

Music and sports celebrities are gaining favor as sources for TV network children's shows, according to the new Saturday morning schedules for the 1991-92 season. ABC and NBC are going after CBS's Saturday morning success, *Teenage Mutant Ninja Turtles*, with such pop celebrities as M.C. Hammer and "Home Alone" star Macaulay Culkin.

68 / PEGASUS PACKAGE

Columbia Pictures Television is offering a syndication package of 24 Tri-Star films, Pegasus III, which includes titles released between 1984 and 1990. The package includes "Glory," "Steel Magnolias" and "Look Who's Talking."

72 / THE AOR FORMAT

Album-oriented rock was born out of the free-form, progressive radio that got its start in the late 1960's. However, today's AOR roster also includes groups appealing to the teen and 18-24 heavier metal audience, while out of economic necessity maintaining its 25-44 (and broader 25-54) core. Add to that the influence of library-driven classic rock stations specifically oriented toward the nostalgic AOR listener, and the format is heading toward a micro-fragmentation similar to the splintering of adult contemporary programing.

Macaulay Culkin: Saturday morning star? (page 64)

74 / MATTER OF TASTE?

The FCC should not be legislating taste and should leave decisions on what children can hear on the radio up to their parents. That's according to some of the panelists during a discussion on regulation and censorship last week at American University.

75 / FOLLOWING THE FORMATS

Program directors are continuing to target the aging baby boomers and formats geared to that audience—oldies, adult contemporary, country and classic rock—are growing at accelerated rates, according to BROADCASTING's latest figures.

78 / CABLE OUTLOOK

While cable operators talked of trying to jump start local avail and spot business at the Cabletelevision Advertising Bureau conference in New York, advertisers attending said they are already looking beyond cable.

79 / SHOWTIME'S PAY IDEA

Showtime has begun discussing with cable operators its own version of an add-on pay service that adds another element for operators to consider in bolstering the pay category.

80 / PRELUDE TO FINAL DECISION

U.S. District Court Judge Harold Greene has scheduled two days of oral arguments in what appears to be the final public phase of his modified final judgment review of the information services ban

'Look Who's Talking' is part of Pegasus III package (page 68)

placed on the regional Bell operating companies.

82 / AD FORECASTS

Over the past decades, a handful of industry experts have tested methods that give them an edge in figuring out what budgets will be, even before the orders are placed. Probably the predominant method used to forecast national television and radio revenue rests on a fundamental assumption: that national advertisers change their spending roughly in proportion to changes in the GNP.

84 / CHARTERING NEW GROUND

Charter Co., which markets petroleum products to utility companies and commercial users, will be the majority owner of Spelling Entertainment Inc. (SEI) Charter Co. is headed by Carl Lindner, who is also CEO of group owner Great American Communications Co. Aaron Spelling's decision to sell his 31.6% interest in SEI, coupled with Lindner's decision to sell GACC's stake in the entertainment company to Charter Co., leaves questions about the future of SEI as a publicly traded company, the future of GACC-owned Hanna-Barbara Productions and GACC's broadcast properties.

90 / FCC ENDORSEMENT

The FCC unanimously adopted rules implementing the Children's Television Act, imposing commercial time limits, requiring "educational and informational" programing targetted to children 16 years old and under, defining program-length commercials and making compliance to the new rules part of license renewal process.

92 / FISCAL REQUEST

Although the five FCC commissioners were before the House Telecommunications subcommittee seeking authorization for FCC's fiscal years 1992 and 1993 budgets, most of their time was spent answering fin-syn questions. Nevertheless, Chairman Sikes did manage to request $133.5 million for 1992 and $163.5 million for 1993.

96 / TWO CHANNELS FOR 30 YEARS

Thirty years ago the FCC authorized FM stereo broadcasting—a key element in the band's eventual enormous success. Zenith's Carl Eilers, the principal developer of the FM stereo system, and Harold Kassens, who wrote the FCC report and order authorizing the new service, discuss the events leading to and following the commission's April, 1961, action.

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RATINGS ROUNDUP

		7:00 PM	7:30 PM	8:00 PM	8:30 PM	9:00 PM	9:30 PM	10:00 PM	10:30 PM
MONDAY 4/1	ABC 14.0 / 22			FULL (11) HOUSE 16.2 / 26	WHO'S THE (4) BOSS 18.6 / 29	FAMILY (11) MAT. 16.2 / 25	BABY (34) TALK 13.4 / 21	COACH (48) 10.8 / 17	ANYTHING (62) LOVE 8.9 / 15
	CBS 16.0 / 25			EVENING (47) SHADE 10.9 / 18	PRELUDE (55) TO CHP 9.3 / 15	CBS NCAA BASKETBALL CHAMPIONSHIP (3) [19.4 / 30] 17.0 / 26	19.6 / 30	19.0 / 30	20.8 / 33
	NBC 16.0 / 25			SNL GOES (40) [12.5 / 20] COMMERCIAL 11.6 / 19	13.4 / 21	MONDAY NIGHT MOVIE—DANIELLE STEEL'S CHANGES (6) [17.8 / 28] 16.1 / 24	17.5 / 27	18.7 / 30	18.8 / 32
TUESDAY 4/2	ABC 13.1 / 22			ROSEANNE (18) SP. 15.4 / 26	DAVIS (20) RULES 15.1 / 25	ROSEANNE (5) 18.0 / 29	COACH (15) 15.8 / 26	EDDIE DODD (72) [7.2 / 13] 7.7 / 14	6.7 / 13
	CBS 13.1 / 23			RESCUE 911 (26) [14.3 / 24] 13.8 / 23	14.8 / 24	TUESDAY NIGHT MOVIE—TRIUMPH OF THE HEART (40) [12.5 / 22] 11.5 / 19	11.7 / 19	13.3 / 24	13.4 / 26
	NBC 13.4 / 23			MATLOCK (36) [13.2 / 22] 12.6 / 21	13.9 / 23	HEAT OF NIGHT (29) [13.9 / 23] 13.6 / 22	14.2 / 23	LAW AND ORDER (38) [13.0 / 24] 13.3 / 24	12.7 / 25
WEDNESDAY 4/3	ABC 13.9 / 23			WONDER YEARS (33) 13.7 / 23	DOOGIE M.D. (30) 13.8 / 22	AMERICAN COMEDY AWARDS (28) [14.0 / 24] 14.0 / 23	14.6 / 24	13.9 / 24	13.6 / 26
	CBS 12.3 / 21			SALUTE TO THE TROOPS (36) [13.2 / 22] 11.5 / 20	12.2 / 20	13.8 / 22	14.5 / 23	JAKE AND FAT MAN (53) [10.0 / 19] 10.2 / 18	9.8 / 19
	NBC 12.2 / 20			UNSLVD. MYSTERIES (23) [14.9 / 25] 14.0 / 24	15.7 / 26	NIGHT (44) COURT 12.1 / 19	DEAR (53) JOHN 10.0 / 16	QUANTUM LEAP (49) [10.7 / 19] 10.9 / 19	10.6 / 20
THURSDAY 4/4	ABC 8.0 / 13			FATHER DOWLING (51) [10.2 / 17] 10.1 / 17	10.4 / 17	TWIN PEAKS (76) [6.3 / 10] 6.4 / 10	6.2 / 10	PRIMETIME LIVE (68) [7.6 / 13] 7.7 / 13	7.5 / 14
	CBS 10.5 / 18			TOP COPS (60) [9.2 / 15] 8.8 / 14	9.5 / 15	ANTAGONISTS (57) [9.4 / 15] 8.7 / 14	10.1 / 17	KNOTS LANDING (39) [12.9 / 23] 12.8 / 22	13.0 / 24
	NBC 17.8 / 30			COSBY (15) 15.8 / 26	DIFFERENT WORLD (9) 16.9 / 28	CHEERS (1) 22.0 / 35	SEINFELD (9) 16.9 / 28	L.A. LAW (7) [17.7 / 31] 17.7 / 30	17.7 / 32
	FOX 8.5 / 14			SIMPSONS (42) 12.2 / 20	BABES (74) 6.8 / 11	BEVERLY HILLS, 90210 (69) [7.4 / 12] 7.2 / 12	7.7 / 13		
FRIDAY 4/5	ABC 16.4 / 30			FULL HOUSE (20) 15.1 / 28	FAMILY MAT. (17) 15.6 / 28	PERFECT STRAN. (24) 14.5/ 26	BABY TALK (27) 14.1 / 25	20/20 (2) [19.6 / 37] 20.6 / 37	18.5 / 36
	CBS 8.7 / 16			GUNS OF PARADISE (64) [8.4 / 15] 8.0 / 15	8.8 / 16	DALLAS (50) [10.3 / 18] 10.0 / 18	10.6 / 19	TRUE DETECTIVES (70) [7.3 / 14] 7.6 / 14	7.1 / 14
	NBC 8.4 / 16			BLACK JACK *(66) [8.0 / 15] SAVAGE 8.1 / 15	7.9 / 14	HUNTER (57) [9.4 / 17] 9.2 / 17	9.5 / 17	MIDNIGHT CALLER (67) [7.8 / 15] 7.6 / 14	8.0 / 16
	FOX 4.6 / 9			AMR'S MOST WANTED (78) [6.0 / 11] 5.8 / 11	6.2 / 11	AGAINST THE LAW (88) [3.1 / 6] 3.2 / 6	3.0 / 5		
SATURDAY 4/6	ABC 9.1 / 17			YOUNG RIDERS (64) [8.4 / 16] 7.9 / 16	8.9 / 17	ABC SATURDAY NIGHT MOVIE—RAW DEAL (57) [9.4 / 18] 8.5 / 16	9.5 / 18	9.9 / 19	9.8 / 19
	CBS 7.9 / 15			FLASH (75) [6.4 / 13] 5.8 / 12	7.0 / 13	CBS SATURDAY NIGHT MOVIE—K-9 (63) [8.6 / 16] 7.0 / 13	8.2 / 15	9.6 / 18	9.7 / 19
	NBC 12.8 / 24			AMEN (56) 9.6 / 19	DOWN HOME (51) 10.2 / 20	GOLDEN GIRLS (19) 15.3 / 28	BOB HOPE SPECIAL (30) [13.8 / 26] 13.9 / 26	13.9 / 26	13.4 / 27
	FOX 5.0 / 9			T. HIDDEN VIDEO (81) 5.5 / 11	YEAR- BOOK (87) 3.9 / 7	COPS (84) 5.1 / 9	COPS 2 (83) 5.3 / 10		
SUNDAY 3/31	ABC 11.0 / 19	LIFE GOES ON (79) [5.8 / 12] 5.1 / 11	6.6 / 13	AMR. FUN VIDEO (30) 13.8 / 24	AMR. FUN (22) PPLE. 15.0 / 25	GM MOTORS MRK / EXCELL.—SEPARATE BUT EQUAL (45) [11.9 / 19] 11.8 / 19	11.7 / 18	12.1 / 19	11.9 / 20
	CBS 16.2 / 28	60 MINUTES (8) [17.0 / 35] 15.8 / 35	18.3 / 36	MURDER SHE WRT. (14) [15.9 / 27] 15.3 / 27	16.5 / 27	CBS SUNDAY MOVIE—FIELD OF DREAMS (11) [16.2 / 26] 14.7 / 23	15.6/ 24	16.5 / 26	17.3 / 29
	NBC 10.3 / 18	SPR. BLOOPERS (81) [5.1 / 11] 5.2 / 12	5.9 / 12	EXPOSE' (77) VIDEO 6.1 / 11	R. LEE J. (70) PAULEY 7.3 / 12	NBC SUNDAY NIGHT MOVIE—DON'T TOUCH DAUGHTER (24) [14.5 /23] 13.0 / 21	14.4 / 22	15.1 / 24	15.5 / 26
	FOX 7.6 / 13	TRUE CLR.(86) 4.1 / 9	P. LEWIS (85) 4.8 / 9	LIVING (61) COLOR 9.0 / 16	GET A LIFE (72) 7.2 / 12	MRD. WITH (42) CHILD. 12.2 / 19	MRD. WITH (46) CHILD. 11.7 / 18	COMIC STRIP LIVE (80) [5.7 / 9] 6.4 / 10	5.0 / 8

	ABC	CBS	NBC	FOX
WEEKLY PRIME TIME AVERAGE	12.2 / 21	12.3 / 21	12.9 / 22	6.6 / 12
SEASON PRIME TIME AVERAGE	12.5 / 21	12.3 / 20	12.7 / 21	6.4 / 10

YELLOW = 1/2 HR WINNER

*—PREMIERE

NIGHTLY RATING / SHARE (##)—RANKING [##]—PROGRAM RATING / SHARE HALF-HOUR RATING / SHARE SOURCE: A.C. NIELSEN

SYNDICATION SALES SCORECARD

This week in Las Vegas, station executives paying visits to syndicator hospitality suites—which are making an official return to the NAB convention after a 20-year absence (BROADCASTING, April 8)—may end up doing some last-minute haggling on the approximately three dozen first-run programs closing remaining sales for the approaching 1991-92 season. Also, 14 off-network series are available for sale (nine of which will not trigger until the 1992-93 season), in addition to an ever-expanding list of movie packages and specials.

Some late programing entries have also helped swell the ranks of the first-run programing menu.

As reported earlier ("Closed Circuit," April 1), Paramount has just added Sacramento-based Kelly News and Entertainment's *The West* and newly planned *In America* regional magazines to its fall 1991 catalog. Kelly currently produces *The West* out of the NBC affiliate in Sacramento, KCRA-TV, and distributes the program in 53 markets west of the Mississippi River. *In America* will also be a half-hour magazine tailored to lifestyles in the eastern half of the U.S., which Kelly will produce out of KCRA-TV. Paramount is offering both on an even 3½-minute local, 3½ national barter split.

Two series projects already slated for the 1992-93 season (listed below) will be introduced to station programers for feedback on their projected viability two seasons from now. Buena Vista Television, which recently acquired the syndication rights to an untitled national lottery game show (BROADCASTING, April 8), will be polling stations on formatting and local interest/promotional tie-ins.

New World Television, in an unofficial presence at the convention, will be putting out feelers for station interest on an animated *Siegfried & Roy: Masters of the Impossible* strip. Marvel Productions, a division of New World Television, is slated to animate 65 episodes of the series, which is based on the popular Las Vegas illusionists.

Following is a list of first-run and off-network series currently being offered in the syndication marketplace:

TALK SHOW STRIPS

Chuck Woolery Show (**Orion Television**), 87 stations, 80% coverage
The Jenny Jones Show (**Warner Bros. Domestic TV**), 140, 92%
The Maury Povich Show (**Paramount Pictures Television**), NA
Up Late with Ron Reagan (**MCA TV/Fox Stations Inc.**), 62%
Johnny B...On the Loose (**NBC Productions/Viacom**), 74, 70%***

TALK SHOW WEEKLIES

The Howard Stern Show (**All American Television**), 13, 45%

GAME SHOW STRIPS

The $100,000 Pyramid (**Orbis Communications**), NA**
Studs (**Twentieth [Fox] Television**), NA*

REALITY-BASED STRIPS

Candid Camera (**King World Productions**), over 60%
Love Stories (**Warner Bros. Domestic TV**), 75, 69%
Now It Can Be Told (**Tribune Entertainment**), NA

REALITY-BASED WEEKLIES

Stuntmasters (**Blair Television**), 100, 86%
Downtown Julie Brown (**Viacom Enterprises**), 55, 57%
Grudge Match (**Genesis Entertainment**), 109, 76%
Kick It with the Fly Girls (**Twentieth Television**), 66, 62%
Amazing Love Stories (**TPE**), NA
Emergency Call (**Genesis**), 50, 47%
Scratch (**Muller Media**), NA
The Soap Show (**Select Media**), NA
Laura McKenzie's Travel America (**LBS**), approx. 50%**
The West (**Kelly Entertainment/Paramount**)**
In America (**Kelly/Paramount**), NA
Studio 22 (**CBS/Blair Entertainment**), 70, 60%**

CHILDREN'S ANIMATED STRIPS

Darkwing Duck (**Buena Vista Television**), over 80%
James Bond Jr. (**Claster Television**), 104, 85%
Widget (**Zodiac Entertainment**), 76%

WEEKLY ACTION-ADVENTURES

Baywatch (**LBS Communications**), 70%
Lightning Force (**Viacom Enterprises**), 69, 59%
Tarzan (**Worldvision Enterprises**), 75, 70%
Street Justice (**Cannell Distribution**), 72%
Hollywood Premiere Network (**three series from MCA TV**), NA

WEEKLY KIDS PROGRAMING

Mr. Bogus (**Zodiac Entertainment**), 75%
Not Just News (**Twentieth Television**), 84, 43%
Bucky O'Hare and the Toad Wars (**Claster Television**), 90, 85%
Saban's Adventures of the Little Mermaid (**Saban Ent.**), NA

WEEKLY SITCOMS

WKRP (**MTM Distribution Group**), 113, 85%

1992-93 FIRST-RUN STRIP PROJECTS

Untitled national lottery game show (**Buena Vista**), NA
Siegfried & Roy: Masters of the Impossible (**New World**), NA

1992-92 FIRST-RUN WEEKLIES

Inside Interpol (**Fremantle/Blair Entertainment**) NA

OFF-NETWORK LAUNCHES

1991-92 HALF-HOUR SITCOM STRIPS

A Different World (**Viacom Enterprises**), NA
Full House (**Warner Bros. Domestic TV**), 91, 80%
Married...with Children (**Columbia Pictures TV**), 90%

1992-93 HALF-HOUR STRIPS

Dear John (**Paramount Domestic Television**), NA
1st & Ten (**Western International Syndication**), NA
Murphy Brown (**Warner Bros.**), 91, 86%
Roseanne (**Viacom**), NA
The Wonder Years (**Turner Program Sales**), 22, 25%
Unsolved Mysteries (**Buena Vista**), NA

1991-92 HOUR DRAMA STRIPS

Beauty and the Beast (**Republic Pictures TV**), NA
Matlock (**Viacom Enterprises**), NA

1992-93 HOUR DRAMA STRIPS

In the Heat of the Night (**MGM/UA Television**), NA
thirtysomething (**MGM/UA Television**), NA
Wiseguy (**Cannell Distribution**), NA

Notes: *Planned for midseason 1991-92 launch. **Currently airing as midseason 1990-91 entry. ***Late night Jonathon Brandmeier strip is slated for June 24, 1991, debut. NA means Not available (syndicator either denied release of sales numbers or sales have not yet been initiated on program.)

'BABY BOOMER FORMATS' GROWTH INCREASING

According to figures compiled by BROADCASTING, classic rock, oldies, AC, country and classic rock are growing at accelerated rates

High debt service dampens the spirit of risk-taking. Or so it would seem, examining the trends in format radio since 1989. Program directors are continuing to target the aging baby boomers, and formats geared to serving that audience—oldies, adult contemporary, country, classic rock—are growing at accelerated rates.

Classic rock and oldies grew at faster rates than other formats, according to figures compiled by BROADCASTING. Stations reporting classic rock as their format increased in number by 160% since 1989 (from 92 to 240 stations). Three hundred-thirty-one stations made the move to oldies, a 55% increase since 1989 (603 to 934 stations).

Oldies is a 1960's and 1970's top 40-based format with a core audience aged 35-54. Classic rock is based on "deeper" album cuts performed by popular rock artists, and has a core audience of 25-54. Classic rock is splintering as well, said consultant Ed Shane, Shane Media Services, with the onset of mellow adult rock formats targeted at males but with less of a hard edge than classic rock.

Country continues to be the dominant format programed on U.S. radio, growing by a steady 3% rate for both 1989 and 1990. Adult contemporary stations declined in 1989, but rallied last year to 2,359 stations, including "Hot adult contemporary" and "Mix" stations.

The CHR format declined at a sharper rate in 1990 than in 1989, dropping 6.9%, from 972 stations reporting the format in 1989 to 905 in 1990. "The CHR demo is growing up," said Shane, "people who have been programing CHR are finding that their niche is shrinking." In simplest terms, former CHR listeners still want to hear CHR, but not the new version of it. Thus the growth of "mix" and "hot adult contemporary" formats—CHR without the teenage edge.

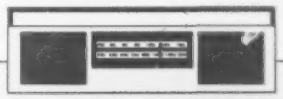
The Hispanic population is still growing at a faster rate than any other segment of the U.S. population. Hispanics are estimated to have disposable income in excess of $170 billion. Stations reporting a Spanish language format grew at a 15.5% rate in 1990, from 261 stations to 300, as more operators try to capture some of the new advertising money targeted at that segment of American society.

Urban contemporary increased by almost 13% in 1990. The format is at the forefront of most major markets, in most cases with more than one station fighting for the urban audience. In 1989, urban contemporary grew at 8%. A small portion of the increase can be attributed to relabeling, or stations once billing themselves as "Black" now choosing the urban contemporary tag.

The biggest loser in the 1990 tabulations is the talk format. A combination of the continued decline of AM stations, both in revenue and stations simply going dark, and the high cost of producing a talk format, has contributed to the decline of the format. Don Watson, president, Farmington Hills, Mich.-based Insiders Broadcast Services, who has been working with or in the information-driven formats for 20 years, believes that many of the smaller stations could not be in the format at all if it were not for the availability of satellite-delivered information programing. "Management always must be concerned with the cost requirements of this format versus what the station can bill in the market," he said. "Many of the stations that I deal with could not be in the format without the information networks."

Ed Shane

BROADCASTING numbers are compiled yearly, using information supplied by stations. Any programing carried for more than 20 hours a week on a station is considered a format. -30-



RADIO FORMATS

Format	Feb. 1989	Feb. 1990	% ch	Feb. 1991	% ch
Country	2421	2496	3.09%	2577	3.245%
Adult Contemp.	2325	2307	-0.77	2359	2.25%
Religious/Gospel	1054	1220	15.7%	1336	9.5%
Oldies	603	723	19.9%	934	29.1%
CHR/Top 40	984	972	-1.2%	905	-6.9%
MOR	729	595	-18.38	555	-6.7%
Diversified	614	603	-1.79	542	-10.1%
Classic Rock	92	159	72.8%	240	50.9%
AOR	486	491	1.02%	502	2.24%
Talk	408	488	19.6%	326	-33.2%
Beautiful Music	403	372	-7.6%	311	-16.4%
News	384	460	19.8%	449	-2.39%
Classical	355	376	5.9%	413	9.84%
Jazz	296	297	-0.33%	342	15.5%
Big band/Nostalgia	259	248	-4.24%	279	12.5%
Educational	259	241	-6.94%	241	0%
Spanish	237	261	10.1%	300	15.0%
Urban contemp.	193	208	7.7%	235	12.9%
Black	186	174	-6.45%	173	-0.5%
Agricultural	157	134	-14.6%	105	-21.6%
Progressive	127	143	12.5%	213	48.9%

CHANGING HANDS

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$110,000** □ **3**

FM's □ **$816,434** □ **5**

AM-FM's □ **$1,800,000** □ **4**

TV's □ **$50,000,000** □ **1**

Total □ **$52,726,434** □ **13**

Year to Date:

AM's □ **$13,427,140** □ **59**

FM's □ **$69,350,534** □ **76**

AM-FM's □ **$97,251,054** □ **58**

TV's □ **$141,144,000** □ **23**

Total □ **$321,172,728** □ **216**

For 1990 total see Jan. 7, 1991 BROADCASTING.

WOKR(TV) Rochester, N.Y. □ Sold by WOKR Partners to Hughes Broadcasting Partners for $50 million. Price includes $46 million for assets and $4 million for noncompete covenant. **Seller** is headed by George N. Gillett Jr. and Edward W. Karrels. Gillett owns 100% of GNG Corp. and Gillett Holdings Inc., which, through various licensees, owns 10 TV's, one AM and one FM throughout U.S. Karrels has limited partnership interest in buyer. **Buyer** is headed by VS&A Communications Partners, L.P. (55.8% class A stock), investment fund affiliated with Veronis, Suhler & Associates, investment bank specializing in media industry; and Smith Barney Investors L.P. (29.5% class A stock). Hughes Broadcasting Partners has no other broadcast interests. WOKR is ABC affiliate on ch. 13 with 316 kw vis., 47.9 kw aur. and antenna 500 feet above average terrain.

KGHL(AM)-KIDX(FM) Billings, Mont. □ Sold by Sunrise Montana Inc. to Pegasus Broadcasting of Montana Inc. for $1 million cash. Stations were purchased in 1985 for $3 million ("Changing Hands," September 16, 1985). **Seller** is headed by Dick Elliott, and has no other broadcast interests. **Buyer** is headed by Christopher J. Brennan, and has interests in KCAP(AM)-KZMT(FM) Helena, Mont. KGHL is fulltimer with C&W format on 790 khz with 5 kw. KIDX has adult contemporary format on 98.5 mhz with 85 kw and antenna 370 feet above average terrain. *Broker: G. Gregory Merrill of Media Services Group Inc.*

KWBG-AM-FM Boone, Iowa □ Seeks assignment of license from G.O. Radio Boone Inc. to James Ingstad Broadcasting Inc. for $800,000. Price includes $100,000 cash at closing, $10,000 escrow deposit, $125,000 12% note, $365,000 assumption of seller's liabilities and obligations and $200,000 noncompete covenant. **Seller** is headed by Glenn Olson, and has 100% interest in KQWC-AM-FM Webster City and 80% interest in KSIB(AM)-KITR(FM) Creston, both Iowa. **Buyer,** Ingstad, is sole shareholder and president of James Ingstad Broadcasting Inc., licensee of KNUJ(AM)-KXLP(FM) New Ulm and KRFO-AM-FM Owatonna, both Minnesota, and holds CP for new FM at Springfield, Minn. Ingstad is also licensee of KOVC-AM-FM Valley City, N.D.; KWAD(AM)-KKWS(FM) Wadena, Minn., and KGLO(AM)-KNIQ(FM) Mason City, Iowa. KWBG(AM) has country format on 1590 khz with 1 kw day and 500 w night. KWBG-FM has country format on 98.3 mhz with 3 kw and antenna 210 feet above average terrain. *Broker: Johnson Communication Properties Inc.*

WSCG(FM) Corinth (Glens Falls), N.Y. □ Sold by Hastings Broadcasting Corp. to Target Market Radio Inc. for $475,000. Price includes $75,000 cash at closing, $50,000 escrow deposit and $350,000 10-year interest bearing note payable. **Seller** is headed by Gordon H. Hastings and owns WDOS(AM)-WSRK(FM) Oneonta, N.Y. **Buyer** is headed by Edward M. Bartholomew Jr., and has no other broadcast interests. WSCG has country format on 93.5 mhz with 3 kw and antenna 422 feet above average terrain. *Broker: Richard A. Foreman Associates.*

For other proposed and approved sales see "For the Record," page 102.

Owen Weber (l), executive vice president, Summit Broadcasting Co. Inc., and Major Broadcasting President Luke Allen closed their $19 million deal for Summit's WFYR-FM Chicago March 29 in Chicago. Sale was brokered by H.B. La Rue Media Brokers.

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water, who also own WDOV(AM)-WDSD(FM) Dover, DE, cable systems in Virginia and California and recently purchased WUSQ-AM-FM Winchester, VA ("Changing Hands" March 4). Filed March 27.

■ **KLGT(FM) Buffalo, WY** (BTCH910320HH; 92.7 mhz; 3 kw; ant. 26 ft.)—Seeks transfer of control from Communications System III to Raymond and Karen McLean, et al, for $41,850 in stock transfer. Sellers are Lee and Emily Keith, husband and wife, who have no other broadcast interests. Buyers are McLeans, husband and wife, and Albert and Judy Wildeman, husband and wife, who have no other broadcast interests. Filed March 20.

Actions

■ **KESZ(FM) Phoenix, AZ** (BALH900402HP; 99.9 mhz; 100 kw; ant. 1,670 ft.)—Granted assignment of license from Duffy II Corp. to Arizona Television Co. for $10.4 million ("Changing Hands" May 7, 1990). Seller is headed by Robert Duffy and has no other broadcast interests. Buyer is headed by Delbert R. Lewis family, and is licensee of KTVK(TV) Phoenix, AZ. Action March 21.

■ **KVOG(AM) Greenwood, AR** (BAL901116ED; 1510 khz; 1 kw-D)—Granted assignment of license from Greenwood Community Broadcasting Corp. to Pharis Broadcasting for $23,769. Seller is headed by David Morrison, Robert E. Yoes and Stephen A. Marino, and has no other broadcast interests. Buyer is headed by William L. and Karen Pharis, husband and wife. William Pharis owns 51% of Pharis Broadcasting, licensee of LPTV K46BZ Ft. Smith and K50CO Hackett, both Arkansas. Action March 28.

■ **KWRF(AM) Warren, AR** (BTC910207EC; 860 khz; 250 w-D; 55 w-N)—Granted app. of transfer of control from Pines Broadcasting Inc. to Jimmy L. Sledge and Gwen Sledge for $125,000. Seller is headed by Weldon L. and Violet Sledge, husband and wife, and has no other broadcast interests. Buyer is headed by Jimmy Sledge (50%) and Gwen Sledge (50%), and has no other broadcast interests. Action March 27.

■ **KSNN(FM) Las Banos, CA** (BALH910211HL; 104.7; 50 kw; ant. 495 ft.)—Granted assignment of license from Sunshine Valley Broadcasting Co. Inc. to Exelor Communications Inc. for $700,000. Seller is headed by Lin Neumann and has no other broadcast interests. Buyer is headed by Jimmy Lee Wilkinson (50%) and Kristen Jean McMurray (50%), and has no other broadcast interests. Action March 27.

■ **KSNO-AM-FM Aspen and Snowmass Village, Colorado** (AM: BAL910220EC; 1260 khz; 5 kw-D; FM: BALH910220ED; 103.9 mhz; 2.5 kw; ant. 85 ft.)—Granted assignment of license from Dayton Heidelberg Distributing Co. to Gardiner Broadcast Partners Ltd. for $800,000. Seller is headed by Albert W. Vontz, and is licensee of WNOP(AM) Newport, KY. Buyer is headed by Gardiner Broadcasting Corp. (100% GP), Clifton H. Gardiner (75% VS), Rex R. Miller (15% VS) and Patrick J. O'Keefe (10% VS), and recently purchased KKMX-AM-FM Hayden, CO ("Changing Hands" February 4), and KSMT(FM) Breckenridge, CO ("Changing Hands" February 18). Gardiner is also purchasing KZYR(FM) Avon, CO (see below). Action April 1.

■ **WGUF(FM) Marco, FL** (BTCH901010HL; 92.7 mhz; 3 kw; ant. 328 ft.)—Granted app. of transfer of control from Emerald Sea Broadcasting Inc. to Naples Broadcasting Corp. for $50,000 in stock sale. Seller is headed by Fred D. Wood, and has interests in WAIA(FM) St. Mary's, WBGA(FM) Waycross and WIKX(FM) Leesburg, all Georgia. Buyer is headed by Marshall W. Rowland Sr. and Carol C. Rowland. Marshall Rowland is president and 45% shareholder of Rowland First City Radio Inc., licensee of WAIA(FM); president and 50% shareholder of Rowland South Georgia Radio Inc., licensee of WBGA(FM), and vice president and 25% shareholder of Rowland Albany Radio Inc., permittee of WIKX(FM). Action March 22.

■ **KZID(AM) McCall, ID** (BAL900904EC; 1240 khz; 500 w-D, 1 kw-N)—Granted assignment of license from Mountain Broadcasting Inc. to Idaho Heartland Broadcasting Inc. for $10,000. Seller is headed by Michael Ballin, Charles McDevitt, Joel Higgins and Peter Torkvel, and has no other broadcast interests. Buyer is headed by Dean C. and Nancy Hagerman, Nancy Gentry, Charles H. Wilson and William M. Boyd, and is permittee of KMCL-FM McCall, ID. Action March 28.

■ **KLJB-TV Davenport, IA** (BALCT910212KF; ch. 18; 3000 kw-V; 300 kw-A; ant. 1,010 ft.)—Granted assignment of license from Davenport Comm. Ltd. to Quad Cities Television Acquisition for $3.706 million. Seller is headed by Gary Brandt and Richard Greenblatt, and has no other broadcast interests. Buyer is headed by Milton Grant, John H. Markley, William D. Towe, Gregory B. Maffei and Huntsville Television Holdings Corp. (100% VS). Huntsville Television Holdings owns 100% of voting stock of Huntsville Television Acquisition Corp., licensee of WZDX(TV) Huntsville, AL. Grant is president of and holds 53.1583% interest in Grant Broadcasting Corp. of Little Rock, which has 25% limited partnership in Little Rock Communications Associates, licensee of KLRT(TV) Little Rock, AR. Action April 1.

■ **KLJB-TV Davenport, IA** (BALCT910201KG; ch. 18; 3000 kw-V; 300 kw-A; ant. 1,010 ft.)—Dismissed app. of assignment of license from Davenport Communications Ltd., debtor in possession, to A & H Footwear Inc. for $3 million. Seller is headed by Gary Brandt, Richard Greenblatt, Kathleen N. DeBoeuf, Lee Hanna and Edward Hanna. Lee Hanna has 5% interest in licensee of KSAS-TV Wichita, KS, and permittee of KAAS-TV Salina, KS. Edward Hanna is 1% shareholder of Pueblo Television Corp., and through tvUSAPueblo Ltd. is permittee of KPCA(TV) Pueblo, CO. Buyer is headed by Allan Greenblatt (50%) and Herbert Somekh (50%), and are presently limited partners of assignor. Action March 27.

■ **WFYR-FM Chicago** (BALH910211HM; 103.5 mhz; 4.3 kw; ant. 1,548 ft.)—Granted assignment of license from Summit-Chicago Broadcasting Corp. to Major Broadcasting Inc. for $1.9 million. Seller is headed by James Wesley, Owen Weber and Adrian Cox, and also owns five AM's and six FM's in New York, Baltimore, Dallas, Atlanta, Denver and Dayton, OH, and cable systems in Georgia (including Atlanta) and North Carolina. Buyer is headed by Major Broadcasting Inc. (100%), Luke Allen, James Brewer, Ian Falconer and Anna Clemente. C. Robert Allen III is a trustee of owner of nonvoting preferred stock of Major Media Inc., parent corporation of assignee, which is 75% owner of C. Devine Media Corp., licensee of KBER(FM) Ogden, UT. C. Devine Media also holds 100% of stock of KXBR Inc., licensee of KXBR(FM) Greenfield, MO, and 96% of KKBR Inc., licensee of KRBL(FM) Los Alamos, NM. Action March 27.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CP's [1]	TOTAL *
Commercial AM	4,986	246	5,232
Commercial FM	4,402	944	5,346
Educational FM	1,442	305	1,747
Total Radio	10,830	1,495	12,325
Commercial VHF TV	553	18	571
Commercial UHF TV	564	178	742
Educational VHF TV	124	3	127
Educational UHF TV	229	16	245
■ Total TV	1,470	215	1,685
VHF LPTV	192	173	365
UHF LPTV	629	1,015	1,645
■ Total LPTV	821	1,188	2,009
FM translators	1,874	337	2,211
VHF translators	2,709	94	2,803
UHF translators	2,256	371	2,627

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.